

## New BORA Professional receives the Good Design Award

**Raubling.** A great honour has been bestowed upon BORA Lüftungstechnik GmbH, a manufacturer of innovative cooktop extractors: the new BORA Professional launched on the market in 2017 has received the internationally recognised Good Design Award 2017. Initiated by Eero Saarinen and Charles and Ray Eames among others, this is the world's oldest and most prestigious award programme for design excellence and innovation.

Every year since 1950, the award has recognised pioneering industrial products designed and manufactured all over the world. It is presented by the Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. Regarded as an international trademark for innovative design, the award aims to both acknowledge and sharpen the awareness of contemporary design.

"We regard it as a great honour to have received the Good Design Award. This shows that we offer an impressively high level of design innovation and recognises our achievements with regard to quality design, function and aesthetics that go beyond the standards of ordinary products. We also regard this award as recognition of our successful expansion to as many as 58 countries", states BORA founder Willi Bruckbauer.

Even in its launch year, BORA Professional received the Red Dot Award: Best of the Best 2017, the Plus X Award 'Best Product of the Year 2017' for innovation and the German Design Award Gold 2018.



Another award winner: the new BORA Professional

**About the company:**

Since 2007, BORA Lüftungstechnik GmbH, headquartered in Raubling, Upper Bavaria, has successfully developed and sold cooktop extractor systems that draw vapours downwards thanks to the use of patented technology. The innovative BORA Basic, BORA Classic and BORA Professional product ranges are sold in 58 countries worldwide.

BORA founder Willi Bruckbauer has a vision: the end of the extractor hood. The patent he developed has multiple advantages: the premium-quality systems are more effective than conventional hoods, extremely quiet, energy efficient and easy to clean. They enable maximum design freedom for kitchens and a clear view.

The company received its first award within the scope of the innovation contest "365 Orte im Land der Ideen" (365 Places in the Land of Ideas) back in 2009, followed by the German Entrepreneurs' Award, red dot awards, Plus X Awards, German Design Awards, Iconic Award, German Brand Award, Good Design Award and others.

For further information, please visit [www.bora.com](http://www.bora.com).

**Contact:**

Klaudia Meinert  
[klaudia.meinert@derks-bmc.de](mailto:klaudia.meinert@derks-bmc.de)  
Tel. +49(0)89-7599905-11

derks brand management consultants  
Strähuberstr. 18  
81479 Munich  
[www.derks-bmc.de](http://www.derks-bmc.de)